



City of Tucson Ward 5 Newsletter

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Richard Fimbres
Councilmember

Ward 5 Council
Office Staff

Council Aides
Melinda Jacobs
Mark Kerr
Javier Herrera

Office Assistant
Heileen Evans

Dear Friends:

Driving by the Bridges Project and seeing the ongoing construction of more retail shows that the Renaissance of Ward 5 and the City of Tucson continues.

The stores at the Bridges Project, as well as Curacao and others are doing well, generating sales tax revenues. Businesses such as CAID Industries have expanded their operations while others, such as Bruker Nano and APAC Pharmaceutical continue to go strong in Ward 5. Other businesses and developments have begun to construct and take root in downtown and across our City.



This is something few of us would have thought could happen more than three years ago, when Tucson and the nation's economy was in the throws of the worst economic downturn since the Great Depression of the 1930's.

During my time as your Councilmember, this Mayor and Council dealt with a budget shortfall of \$33.5 million dollars as well as deficits of \$44 million, \$55 million and \$20 million and \$15 million. All of these were dealt with and no police and fire fighters were laid off, as was done in many other cities. The City of Tucson is 1,100 employees less but continues to work hard to provide services to the constituents with the limited dollars it has.

For Tucson though to provide the services constituents request effectively, more sales tax revenue must be generated to offset the costs. Sales tax revenues have increased, thanks to the efforts of your Councilmember and my colleagues on the Mayor and Council, through its actions and direction but the work is not yet completed.

Tucson's primary source of revenue is sales taxes. To be able to provide the services such as transit, parks and recreation programs, road work, street lights, after school programs for youth – such as KIDCO and other needs requested by constituents or neighborhoods, sales taxes must be generated to meet the costs for these services and programs.

The city government must continue to encourage the growth of local businesses. It has made the start with the changes to the Certificate of Occupancy process, the Real Estate Application as well as the Local Purchase Ordinance, which were brought forward by me, your Councilmember and approved by my colleagues on the Council.

These and other changes have resulted in businesses relocated, opening or staying in Tucson. For example in Ward 5 alone, are some of the examples of businesses that have either started or expanded their operations in the more than the past three years:

Accelr8 Technology – 65 new jobs
 APAC Pharmaceutical – 160 new jobs
 Bruker Nano Industries – 20 new jobs
 CareMore Healthcare – 12+ new jobs
 Costco – 150+ new jobs
 Don Pedro's Peruvian Bistro – 12+ new jobs
 In N Out Burger – 24+ new jobs
 QuikTrip (3 total) – 40+ new jobs
 Dollar Stores (General Dollar and Family Dollar) (3 total) – 50+ new jobs

American Tire Distributors Inc. – 30 new jobs
 Axis Market – 8 jobs
 CAID Industries – 70 new jobs
 Circle K – 12+ new jobs
 Curacao – 200 new jobs
 Goodwill Stores (4 total) – 70+ new jobs
 Perfection Industries – 20+ new jobs
 Barrio Brewery Expansion - 12+ jobs



Jobs equal income for workers, who in turn, spend their money at Tucson businesses, generating the sales tax need for the City to provide the services to the constituents. It isn't just local businesses as well, all jobs are a part to this equation for the City of Tucson.

I, as your Councilmember, as well as my colleagues on the Council have gotten the message and are working to improve the economic conditions of our community through the changes made in policy and procedure, but if there are other similar policies which need review, they should be brought to the attention of the Mayor and Council for discussion and consideration of action, such as was done with the discussion about the Local Jobs Proposal.

Tucson's focus though shouldn't just be solely to the border of its city limits. Annexation is another effort that our City must consider as well. Usually when the term annexation is used, it means bringing in neighborhoods, but recently the focus for Tucson has been towards annexing commercial development or land being developed for commercial purposes.

A recent example was the annexation of Valencia Crossing, located at Valencia and I-10 and now part of Ward 5 – which will bring in \$32 million over the next eight years in initial fees and when businesses open, sales tax revenue will be generated.

The Valencia Crossing, as well as other similar annexations done prior, was done thanks to the comprehensive water policy your Mayor and Council, approved in 2010, to save our regions most precious resource – water. Tucson is the first city to receive its full allotment of CAP water, a plus for our city but also a reminder of the responsibilities it also entails.



Tourism and international economic development are other points our City needs to focus its efforts as well. The City government now has an international economic development office, with Juan Francisco Padres at its helm. Tucson's partnership with Visit Tucson has increased sales tax and bed-tax (hotel stay) revenues. The Mayor and Council's actions on issues of concern to our neighbors across the border have helped to generate more than \$1 billion annually spent by tourists. Tucson welcomes all tourists.

This leads back to the first sentence about the Bridges Project, which has been ongoing for many years, prior to my becoming your Councilmember.

With the work of both the business community, and the neighborhoods, in this case, the Pueblo Gardens, South Park, Las Vistas and the Western Hills neighborhood associations, working together, they have created a commercial development project that benefits our entire community. The work didn't end with the Mayor and Council approval of the amended development agreement in 2010. People from the four neighborhood associations continue to work with the developers, as part of a design review committee, discussing potential businesses coming in and the proposed design of the buildings.

The neighborhoods get more than just their giving their feedback, the developers of the Bridges Project will be giving back to these neighborhoods which surround the Bridges, in terms of funding for neighborhood needs, job training and other services. This work between business and neighborhoods was the impetus for the idea of having stakeholder feedback on issues before the Tucson Mayor and Council, something I had asked for on issues dealing with the proposed Local Purchase Ordinance, the Certificate of Occupancy changes and the Local Jobs Preference. The first two policies were changes and the third is under an annual review to be discussed by the Mayor and Council. A collaboration between neighborhoods and businesses can work and the Bridges Project is the shining example of this.

For the city government to succeed, it must spend its limited dollars wisely, so increased efforts in usage of the Procurement (P-Card) system, must happen. The City can save more than \$70 on each transaction cost alone when this system is used, instead of an invoice, drafting of a check and subsequent mailing. Millions of dollars could be now directed toward programs and services that had been used in covering transaction costs.

When the P-Card is used, it generates a rebate, similar to the Discover Card. Since my push for increased usages, the City has quadrupled its rebate to more than \$440,000. But we have a long way to go on this front, since the University of Arizona uses a P-Card system similar, with less employees and departments, generating more than \$1 million in rebates.

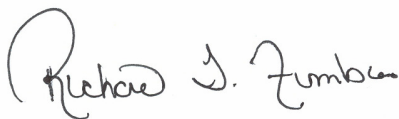
Tucson must review and use other ways to generate revenue, such as has been done through private/public partnerships like Bring Back the Splash pool program, which generated more than \$100,000 and opened seven pools closed in 2012 due to budget cuts. This year, eight pools were open during the summer thanks to Bring Back the Splash.

The City must work for more advertising on buses and bus stops. In 2011, I brought this forward to end the restrictions and generated more than \$200,000 in revenue.

New ideas must be reviewed and if feasible, adopted and used. The culture of "we did it this way because," will not work. As time passes, the city government must evolve to meet the challenges it faces now and in the foreseeable future. The work by this Mayor and Council has begun on this, through its actions and direction for more than the past three years.

Our work is beginning to pay off and we are seeing the light at the end of this economic tunnel we've been in for more than five years. With the work done by neighborhoods and business, such as the case with the Bridges Project, can be followed and possibly emulated by other areas in our community, we can get through this tunnel even quicker.

Peace.



Richard Fimbres
Your Councilmember

PIMA COUNTY BOND PROJECTS BEING CONSIDERED: The Pima County Government about potential bond projects to be considered by a voters. In Ward 5, there are four proposed projects on this list, they are:

Improvements to the El Pueblo Neighborhood Center. The El Pueblo Activity Center is a bustling center on the southwest side of Tucson used by about 66,000 in 2012. Summer programming for kids is fully attended (120 registered, 100/day) and the walking path and exercise facility are used by a broad range of citizens.

El Pueblo Center is a regional facility on the southwest side of Tucson. It is part of a large complex of community facilities and programs including a pool, a senior center, adult education facilities, a community health clinic and a federal assistance facility.

Partner agencies at the center include the El Pueblo Westside Nutrition, So Voce Valle, Emerge, Henry Quinto Early Learning Center, El Rio Health Center, El Pueblo Library, Pima College Adult Education, City of Tucson Community Services Department Housing Management, each of which contributes to the center through their programming and services housed at the center.

Quincie Douglas Center Expansion. Public support is demonstrated by the high level of citizen involvement in the master plan and the high level of attendance at the center. Approximately 27,000 patrons visited Quincie Douglas Center in 2012. Programming provides benefits to a wide variety of users on the south side of Tucson many of whom reside in a high stress area.

Quincie Douglas Center is a neighborhood center that serves the southside with programs such as after school and summer recreation programs for youth and teens, senior nutrition, child care. The facility includes an exercise room, commercial kitchen, classrooms and a large community room.

Expansion includes space for job training and educational classes. Quincie Douglas Center is part of a larger complex of community facilities including a branch of the Pima County Library, the Quincie Douglas Pool, and a senior housing development.

Partners at Quincie Douglas Center include KidzCo Childcare Center, a child care agency that operates in the center and the Tucson Urban League which provides a senior nutrition and socialization program. The partners provide services to members of a high stress community.

Silverlake Park Expansion. Public support is demonstrated by the high level of citizen involvement in the master plan and the heavy use of the park's fields, pool and neighborhood center. The master planning process included many well attended public meetings.

Neighbors have been involved in the park development even after the completion of the master plan being approved. South Park Neighborhood Association secured Neighborhood Reinvestment funding for the Quincie Douglas pool slide at Silverlake Park in 2005.

Randolph Soccer League is the resident league at the park's lighted soccer fields and has contributed \$10,000 to park improvements. Challenger Little League is the long time resident at the park's 4-field Little League complex. These fields are heavily used by both leagues.

Silverlake Park, at about 53 acres, serves as a regional sports park for the Tucson community. It has 4-field Little League complex with lights and a snack bar and 2 lighted, full size soccer fields.

Partnerships centered on the park's operation include Randolph Soccer League and Challenger Little League. Original development of the park was a partnership between multiple jurisdictions to address flooding in residential areas.

Freedom Center Expansion. Broad public support for the Freedom Center Expansion was clearly demonstrated during the Pima County Bond Advisory Committee's Parks Subcommittee review process.

Many members of the 29th Street Coalition, a multi-neighborhood community action committee, spoke frequently at the Parks subcommittee meetings and sent many letters of support.

Their support was for the expansion of Freedom Center and for a new slide at Freedom Park pool. The Freedom Center houses a community health clinic and various programs for children and adults. Partners at the center include MHC Healthcare, a community health care agency that operates health centers throughout the community.

Ward 5 and Pima County needs your input on the bond proposals. As you may have read, an online survey had been conducted but people can still give feedback.

People can send their comments either by Email to Nicole.Fyffe@pima.gov or by postal mail to Pima County Government, attention Nicole Fyffe, 130 West Congress, 10th Floor, Tucson, AZ 85701.

The Pima County Bond Advisory Committee's next meeting will take place on September 20, for more information, go online to: <http://webcms.pima.gov/cms/One.aspx?portalId=169&pageId=7625>, or call 740-8661.

2013 CITY OF TUCSON BALLOT MEASURES: At the July meeting, the Mayor and Council unanimously voted to put Plan Tucson - the City of Tucson General and Sustainability Plan 2013 - which will effectively refer the plan to the November 5, 2013 ballot.

In addition, the Mayor and Council voted to place a measure known as the Alternative Expenditure Measure on the ballot for voter consideration. More in next month's newsletter about these two issues.

COMMUNITY SOLAR AGREEMENT WITH TUCSON ELECTRIC POWER: The City of Tucson will now be able to increase its usage of solar energy following the Arizona Corporation Commission's (ACC) approval last week of the City of Tucson's Community Solar Agreement with Tucson Electric Power (TEP). This follows the Mayor and Council reviewing and approving the agreement in March 2013.

Under Mayor and Council direction, the City of Tucson has been a leader in the promotion and use of solar energy for over 15 years, resulting in a current capacity of 4.7 megawatts (MW) on City facilities.

The Bright Tucson Community Solar Rider Agreement offers a way to increase the City's solar usage by up to an additional 10 MW.

It also offers the City protection from future electric base power supply charge increases for 20 years, resulting in avoided utility costs ranging from an estimated \$800,000 (without inflation) to \$2.9 million (with inflation).

WARD 5 BUDGET SURPLUS: As Councilmember I requested that the Ward 5 June 30, 2013 Budget Balance be carried into FY 2013-2014 to be earmarked for the following projects:

\$10,000.00 El Tour de Tucson
\$10,000.00 School Plus Jobs Program
\$14,000.00 Ward 5 Bus Stops
\$25,000.00 Ward 5 Speed Humps

This request was approved at the Mayor and Council meeting on June 18, 2013.



The Tucson World War II Memorial is under construction and will be completed on, or before Veterans Day this year.

I am pleased that the work has begun and that this project is coming close to its completion. Tucson Mayor's and Council will be holding a special event to mark the completion and honor those who served our Country during the Second World War.

Over 25 Veterans' Organizations have supported this project, including former Governor Janet Napolitano, the Arizona State Legislature, and the Pima County Board of Supervisors and the Tucson Mayor and Council.



FISHER HOUSE UPDATE: The Southern Arizona VA Health Care System in Tucson has been approved for a Fisher House scheduled to be built in 2016.

These homes enable family members to be close to a loved one at the most stressful time - during the hospitalization for a combat injury, illness or disease. Fisher Houses are given to the U.S. Government as gifts.

Military service secretaries and the Secretary of Veterans Affairs are responsible for the operation and maintenance of the homes. The Fisher House Foundation, Inc., a not-for-profit organization under section 501(c)(3) of the IRS code, builds new houses, and assists in the coordination of private support and encourages public support for the homes. The SAVACHS will build a home that can house up to 16 family members at a time.

Funds for the Fisher House Foundation for Tucson must be earmarked for the Tucson Fisher House. If you or your organization would like to donate to this worthwhile cause, please contact the Voluntary Service Office and Deborah Brookshire, (520) 629-6990 or email her at deborah.brookshire@va.gov. Please state that you are inquiring about Fisher House Donations.

STREETCAR UPDATE: The final piece of rail was welded for the Sun Link Tucson Streetcar, marking the end of more than 400 days of rail construction activities: the removal of existing asphalt, relocating and replacing underground utilities, installing concrete embedded rail, and repaving.

Sun Link Streetcar Construction Manager Joe Chase stated that "this is an incredibly momentous occasion as it signifies the final piece of rail construction for the Sun Link project.



Old Pueblo Trackworks, collaboration between Granite Construction and Rail Works, has had multiple crews working simultaneously along the route, often on weekends and nights, to meet the ambitious construction schedule."

Major civil construction for the Sun Link Tucson Streetcar will be complete later this summer with the installation of the Overhead Contact System, which powers the electric vehicles, along with the installation of public art. The first streetcar vehicles are slated to arrive this summer

for on-site safety tests and driver training. Revenue service is expected to start summer of 2014.

For more information, go online to tucsonstreetcar.com or call (520) 624-5656.





SUNGO UPDATE: The following is a communication from Kate Riley with Sun Tran: The successful implementation of the SunGO fare system continues to have the full commitment of Sun Tran's senior management in cooperative partnership with the vendor, SPX Genfare. As you may know, the system launch resulted in some issues in various areas. These issues and the action taken to address these issues include:

Issue: Transactions failing or providing unexpected readings or results. **Action taken:** We requested specific information from Genfare to interpret the messages and worked with Genfare to resolve them through mainly software fixes. **Issue:** Ticket Vending Machines (TVM) and fareboxes adding or

deducting large values on SunGO products. **Action taken:** Genfare configured the TVM so that it would only allow value to go on a plastic SunGo card versus a paper ticket, i.e. transfer ticket. **Issue:** Intermittent TVM malfunctions such as coin and currency jams, and the inability to issue product. **Action taken:** Genfare provided technical staff and spare parts to resolve these issues. Sun Tran has established a daily stocking and maintenance plan to the service the TVM machine. **Issue:** Customers who did not have their cards re-encoded or value added. **Action taken:** Customers were instructed to go to a transit center or Special Services to resolve encoding issues and to add value to their card.

These areas of concern were heightened by the typical challenge of customers and drivers learning to use a new fare payment system. As we continue to find solutions, our greatest priority is to minimize negative impacts for our customers. Drivers have been instructed to give transit customers the benefit of doubt; if a rider has a SunGO product that has failed for any reason, those customers are allowed to ride the system without further fare collection. Passengers without a SunGO product are expected to pay the full fare upon boarding. The areas of concern are being addressed systematically; first by isolating problems, working through solutions and testing them before they are integrated into the system. Senior management joins the project team for daily meetings to manage issues and provide progress reports. Consistent communications are in place both internally and externally and will continue throughout the entire system transition.

In addition Veolia Corporate is fully aware of the Smart Card project and start up issues. They have offered any assistance that they are able as we move forward identifying and resolving issues. Sun Tran's "Ask Me" teams remain at the transit centers to assist customers and to answer questions. Administrative employees from Sun Tran and Sun Van are working beyond their normal hours and job descriptions to re-encode cards at transit centers. Further, expanded service hours and additional equipment were made available at Special Services to accommodate a greater volume of customers than typically expected on a daily basis. We encourage anyone still having problems to contact our Customer Service Center at (520) 792-2222, or email at suntran-info@tucsonaz.gov.



SUN TRAN RIDE GUIDE: A new edition of the Sun Tran Ride Guide is now available online, offering passengers detailed route and service changes effective August 4, 2013 through February 15, 2014. Route changes in this edition of the Ride Guide includes a small number of weekday trips added to Routes 1, 3, 5, 9 and 17 to accommodate seasonal demand.

The Sun Tran Ride Guide is now available at www.suntran.com and on buses. By August 2, the Ride Guide will be available at approximately 500 locations, such as public libraries, major malls and pass sales outlets throughout Tucson.

For specific Sun Tran bus information, consult the Ride Guide, visit the website at www.suntran.com, or call Sun Tran's Customer Service Center at (520) 792-9222 (for individuals with TDD equipment, call 520-628-1565). Except on major holidays, the Customer Service Center is open weekdays from 6 a.m. to 7 p.m. and weekends from 8 a.m. to 5 p.m.

VAMOS A TUCSON HAS THIRD ANNUAL EVENT: The Tucson Padres and Visit Tucson have announced the third annual Vamos a Tucson Mexican Baseball Fiesta will be played on October 3-6, 2013 at Kino Stadium.

This year's event will include the Naranjeros de Hermosillo, Tomateros de Culiacan and Yaquis de Obregon of the Mexican Pacific League, as well as a group of instructional league players in the Los Angeles Dodgers organization. A squad of instructional league players from another Major League organization will be added at a later date.



"The Tucson Padres would like to thank all of the participating teams and our title sponsor, Vamos a Tucson," said Mike Feder, Tucson Padres General Manager. "This tournament includes some of the most popular teams in Mexico. The Vamos a Tucson Mexican Baseball Fiesta will be a tradition in Tucson for many years to come."

"We're excited to partner with the Tucson Padres for the third year to bring Mexican baseball back to Tucson," said Felipe Garcia, Executive Vice President of Visit Tucson. "The popularity of this event continues to grow and we are proud to be a part of something that both locals and visitors look forward to every October."

The three-time Mexican Pacific League champion Yaquis de Obregon will play the first game of the Mexican Baseball Fiesta on Thursday, October 3 against a group of minor leaguers from a Major League organization.



The Yaquis are the defending Caribbean World Series champions. Official opening ceremonies for the 2013 Vamos a Tucson Mexican Baseball Fiesta will take place between games on Friday, October 4. The full tournament schedule will be released when the event gets closer.



Visit Tucson, formerly known as Metropolitan Tucson Convention & Visitors Bureau, is the title sponsor of the Vamos a Tucson Mexican Baseball Fiesta for the third straight year. Visit Tucson has visitor centers in Hermosillo and Obregon. Vamos a Tucson is the Mexican marketing department of Visit Tucson.

The Tucson Padres staff will run and operate the Vamos a Tucson Mexican Baseball Fiesta. Tickets can be purchased in person at the Kino Stadium box office, on the phone by calling (520) 434-1367 or online at tucsonpadres.com.

Frequently Used Phone Numbers

Emergency Services

Tucson Police Department or Tucson Fire Department
DIAL 911

Permits

Planning and Development Services Department
791-5550

Housing Assistance

City of Tucson Community Services Department
791-4739

Tucson Convention Center

791-4101

Code Enforcement & Graffiti Removal

792-CITY (2489)

Trash Pick Up & Environmental Services

City of Tucson Environmental Services Department
791-3171

Transportation & Street Maintenance

Tucson Department of Transportation
791-3154

Tucson Water Department

Billing - 791-3242
Public Information - 791-4331

ParkWise

791-5071

Pima Animal Care

243-5900



Community Food Bank

**Help those who are in need.
Give to the Community Food Bank.
For more information call: 520-622-0525**

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Ward 5 City Council Office
4300 S. Park Avenue
Tucson Arizona 85714

Phone: 520-791-4231

Fax: 520-791-3188

Ward5@tucsonaz.gov

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